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Title:

Speech at South Australian Film Corporation screening, Norwood

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Mr. Brearly, Ladies & Gentlemen,

First of all, on behalf of the Corporation, thank you very much for joining us today and welcome to South Australia's new glamour and growth industry.

Film-making in Australia has a curious history. We were world pioneers, and, for many years afterwards, and on a much smaller population base than now - supported a thriving industry. International competition and other factors however, brought about a rather dramatic eclipse during the twenties.

This meant, of course, that we lost much of our technological capacity and that, for decades afterwards, film-making was the Cinderella of the applied arts in Australia - this in a country where climatic and other conditions are ideal for it.

This situation persisted virtually through to the present day. We know from past experience that we had the ingredients for a prosperous industry. But it remained just a potential.

What was needed was a stimulus. And this is what - after considerable study - we set out to provide here in South Australia, through creation of the Corporation. It was, and is, part of our overall integrated programme of industrial diversification - because film-making is just as much an industry as steel making, and as valuable in the provision of employment.

It was, I suppose, a calculated risk - though the early recruitment of some very talented people to run the Corporation made it an odds on bet.

And it has proved itself to be a great success, and has done so in a quite remarkably short time.

Just last week, less than two years after the Corporation was launched, I saw the first full length feature film, produced under

it's auspices. The film is called "Sunday Too Far Away" and it's marvellous. It's about a shearers' strike in the outback. Now outbackery as a subject for film-making has an unfortunate history. Directors have generally found the tendency towards romantic rubbish quite irresistible. "Sunday Too Far Away" is different - sensitive, subtle, entertaining - a delight to watch and destined I'm sure for success.

Now the second feature production "Picnic at Hanging Rock" is under way - we're on the set today - and I'm confident that it too, will be a success, both artistically and financially.

Besides these major projects the Corporation has been responsible for a whole series of films: some excellent tourism documentaries; a stream of educational films and a feature for the Community Welfare Department; "Who Killed Jenny Langby?", that is outstanding as a T.V. programme.

So you see, when I described it as a glamorous and growth industry, you can see it's by no means an empty boast.

Today we hope to show you how good the output is and in doing so make you an offer you won't be able to refuse.

It's a common misconception that the Corporation is only involved in filming for the government and that it's a branch of the Premier's Department. That isn't so. It has its own very important entrepreneurial role. It's out to make money and to help industry and commerce to make money.

In fact, it already, has at least 16 documentaries wholly or partially sponsored by industry.

It has the equipment, the expertise and the ideas to help you.

Those of you who are here today, and the firms and corporations you represent, can use it's skills to reach a new audience for training for promotions or what you will.

In this way, you'll be helping yourselves and further helping the development of a local film industry.

Once again thank you for coming along today. I'll now hand over to Mr. Brealy to outline precisely how the corporation operates and what it can offer and then to show you a sample of its wares.

Thank you.

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